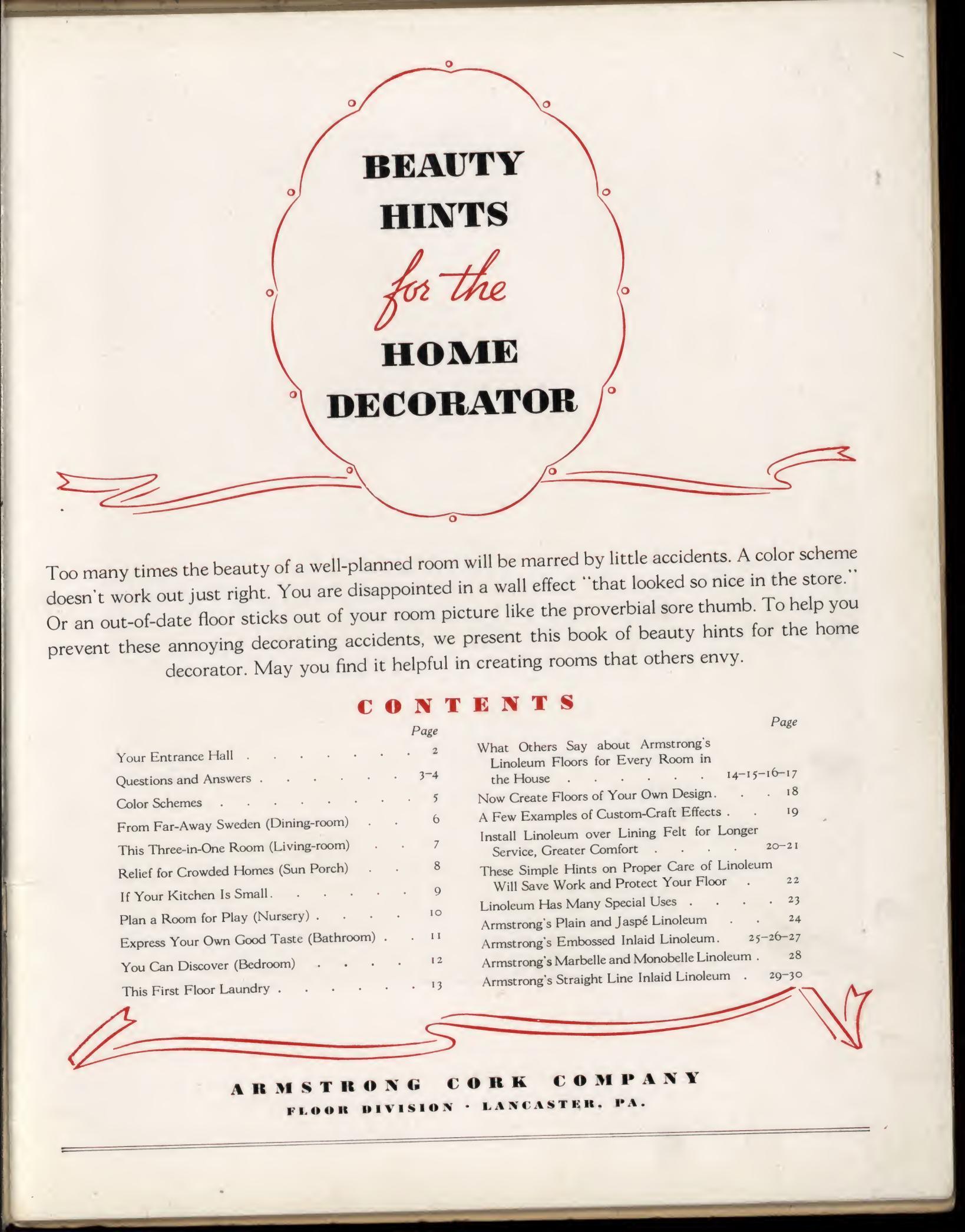


Beauty Hints

FOR THE
HOME
DECORATOR



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BEAUTY HINTS *for the* HOME DECORATOR

Too many times the beauty of a well-planned room will be marred by little accidents. A color scheme doesn't work out just right. You are disappointed in a wall effect "that looked so nice in the store." Or an out-of-date floor sticks out of your room picture like the proverbial sore thumb. To help you prevent these annoying decorating accidents, we present this book of beauty hints for the home decorator. May you find it helpful in creating rooms that others envy.

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YOUR ENTRANCE HALL can always have that "dressed-for-company" look if an Armstrong Floor helps do the housework. Here the dressing up started with Armstrong's Embossed Pattern 3350 set off by a terra cotta border and chocolate Linostrip. Even on rainy days this floor is on its best behavior calling for the lightest cleaning care. Note the handy closets under the stairs and back of the walls, which by the way are covered with washable Armstrong's Linowall, Knotty Pine No. 900.

"Will you please tell me..."



Many folks who write to us for help on home planning seek answers to the same questions. Below we've listed the questions that occur most frequently, together with the answers of our decorating experts. We hope this story in quiz form will give you the right start to your room schemes.

ARE LINOLEUM FLOORS EXPENSIVE?

Linoleum floors are only slightly higher in first cost than other fine floors, but they save you money in the long run because they never require expensive refinishing.

ARE LINOLEUM FLOORS SANITARY AND EASY TO CLEAN?

Yes, see page 22 for details.

HOW LONG WILL A LINOLEUM FLOOR LAST?

Armstrong's Linoleum Floors have been in service fifteen to twenty years or even longer. Improved manufacturing methods should mean even longer life for linoleum being made today. Armstrong's Linoleum is manufactured to specifications even more rigid than U. S. Government standards.

HOW MANY KINDS OF LINOLEUM ARE THERE?

There are seven main types: Plain, Jaspé, Marbelle, Monobelle, Embossed Inlaid, Straight Line Inlaid, and Printed. Some of these are illustrated on pages 24 to 30. Your Armstrong dealer will be glad to show you others.

WILL THE COLORS WEAR OFF LINOLEUM?

Except in Printed linoleum, the colors run through the full thickness of the material. They will last as long as the linoleum itself.

IN HOW MANY THICKNESSES IS LINOLEUM MADE?

There are five thicknesses: 6 mm. (about $\frac{1}{4}$ -in.); $\frac{3}{16}$ -in.; Heavy ($\frac{1}{8}$ -in.); Medium ($\frac{3}{32}$ -in.); and Standard ($\frac{5}{64}$ -in.) gauges. These provide for every floor requirement and every budget.

IS LINOLEUM CORRECT FOR LIVING-ROOMS, DINING-ROOMS, BEDROOMS, ENTRANCE HALLS, AND OTHER ROOMS BESIDES KITCHENS AND BATHROOMS?

Yes, Armstrong's Linoleum is being used for every room in the house by many of the country's leading architects and interior decorators.

ARE LINOLEUM FLOORS IN GOOD TASTE FOR PERIOD ROOMS, SUCH AS SPANISH, EARLY AMERICAN, COLONIAL, ENGLISH, MODERN, ETC.?

Yes. Properly chosen linoleum floors harmonize with every style of interior decoration.

CAN RUGS BE USED WITH LINOLEUM?

Certainly. Linoleum is a flooring, not a floor covering. Rugs should be used with it, as with any other flooring. The handsome colors in a linoleum floor bring out the rich beauty of color in fine rugs. Linoleum can be used without rugs, of course; a feature that makes it desirable where the buying of rugs must be postponed, or when rugs are stored during the hot summer months.

AREN'T LINOLEUM FLOORS COLD?

Floors tend to assume the temperature of the room. Linoleum is no colder than any other flooring; and because it is practically a one-piece floor, it does not permit drafts to come in through the floor boards. Also, because it is laid over lining felt, it retards the escape of heat into cold basements.

SUPPOSE NONE OF THE STANDARD PATTERNS SUITS ME?

If you cannot make a selection from Armstrong's standard patterns, you can create individualized effects with Armstrong's Custom-Craft design elements. (See pages 18 and 19.)

DOES HEAVY FURNITURE DENT LINOLEUM?

Although linoleum is a resilient material, heavy furniture should always be supported on inconspicuous Bassick Furniture Rests, which are sold by most stores handling Armstrong's Linoleum.

WHAT IS THE BEST WAY TO INSTALL LINOLEUM?

Over wood subfloors, linoleum should be cemented to a layer of Armstrong's Lining Felt, which in turn is pasted to the wood base. Where water is likely to be spilled, the seams should be protected with Armstrong's Waterproof Cement. (See pages 20 and 21.)

WHY IS LINING FELT NECESSARY?

At different seasons of the year, floor boards expand and contract. If the linoleum were cemented direct to these boards, the movement might tear the linoleum or cause it to buckle. Lining felt takes up the movement of the boards and thus protects the linoleum. It also makes the floor warmer, quieter, and more comfortable.

CAN LINOLEUM BE LAID OVER SUSPENDED CONCRETE OR METAL FLOORS?

Yes. The use of lining felt in this case is optional, but desirable.

CAN LINOLEUM BE LAID IN BASEMENTS—OR OVER WOOD OR CONCRETE FLOORS THAT ARE IN DIRECT CONTACT WITH THE GROUND?

Linoleum is not recommended because of the dampness that is likely to be present in such floors. Armstrong's Asphalt Tile is the only resilient flooring recommended.

WILL LINOLEUM CURL AT THE SEAMS AND WILL THE SEAMS BE CONSPICUOUS?

Properly installed, linoleum will not curl, and the seams will be practically invisible. Because rolls of linoleum are six feet wide and about ninety feet long, few seams will be necessary in a room of ordinary size.

SHOULD LINOLEUM FLOORS BE INSTALLED WITH BORDERS?

Borders are not essential, but they are usually desirable. To make the creation of simple borders inexpensive, Armstrong offers ready-cut border strips and Linostrips in convenient sizes.

IS LINOLEUM A QUIET FLOORING?

Yes. A resilient linoleum floor is quieter under impact and footsteps than hard flooring.

HOW SHOULD A LINOLEUM FLOOR BE FINISHED AT THE BASEBOARDS?

Any type of baseboard may be used; but Armstrong's Metal Back or Flash Type Cove and Base is recommended. These devices provide an attractive curved joining of the floor and wall, thus preventing dust from collecting and making sweeping easier. Both types are offered in colors to harmonize with linoleum and Linowall.

CAN LINOLEUM BE REMOVED AND REUSED?

Yes, if it is pasted over Armstrong's Lining Felt.

CAN I LAY LINOLEUM MYSELF?

We do not recommend it. Linoleum laying requires skill and a large assortment of special tools. It is more economical and more satisfactory to have the work done by an experienced Armstrong merchant, in accordance with standard Armstrong specifications.

CAN LINOLEUM BE BOUGHT DIRECT FROM ARMSTRONG?

No. Armstrong's Linoleum is sold through department and furniture stores, by floor contractors, and in specialty shops. For the names of local merchants, write to Armstrong Cork Company, Floor Division, Lancaster, Pa., or ask your architect or builder.

CAN LINOLEUM BE USED AROUND TUBS, SINKS, AND OTHER FIXTURES WHERE WATER IS SPILLED?

Yes. Any seams at these points are made waterproof when the linoleum is being installed. Spilled water should be wiped up as quickly as possible, however.

IS LINOLEUM MORE SANITARY THAN BOARD FLOORS?

Yes. There are no open cracks to collect dust and germs. The lining felt, the tightly cemented seams, and the large unbroken areas of linoleum prevent drafts from rooms below. (This is important where children play on the floor.) Many scientists believe that linoleum acts as a germicide. (Hospitals are large users of linoleum.)

WHERE CAN I GET SPECIFIC COLOR SCHEME SUGGESTIONS FOR MY HOME AND HELP IN SELECTING FLOORS OF CORRECT DESIGN?

Without charge, the Armstrong Bureau of Interior Decoration will create complete color schemes for any rooms you are planning to redecorate. This service includes suggestions for draperies, upholstery, walls, rugs, and floor designs, as shown on the next page. In requesting this service, you, your architect, or your builder should express color preferences and include data on sizes of rooms, exposure, purpose, etc. Include sketches or blue prints if possible.



Pine Linowall and wood trim are perfectly complemented with a shaded embossed tile linoleum floor, Pattern 6240. The ruggedness of hand-blocked linen overdrapery, the craft quality of the basket weave glass curtain, homespun upholstery in old red, and Scotch wool rug illustrate the principle of harmonious texture.



This pleasing bathroom color scheme starts with a floor of Blue Marbelle Linoleum No. 013, inset with a Linostrip of Midnight Blue No. 30 Plain Linoleum. The lower wall is Colonial Blue Linoleum No. 731; upper is blue wall paper. Blue dotted organza and a white oiled silk shower curtain complete the scheme.



A handsome Zuber wall paper is well balanced with a cork brown linoleum floor, Pattern 6280. The new type of interliner is noteworthy. Adapted to hall, dining-room, breakfast room, or even the living-room. Orange glass curtain and jaspé cloth overdrapery contrast pleasantly with the blue-green rug and upholstery.



With a floor of Beige Jaspé No. 7 and a Linostrip of Brown No. 20 Plain Linoleum, this decorative scheme for a bedroom includes a beige rug, pink and white striped wall paper, glass curtains of white embroidered organza with overdrapery of cedar flowered glazed chintz, and pink quilted glazed chintz upholstery.



FROM FAR-AWAY SWEDEN came the colorful motif for this unusual dining-room. From a

store near your home came the charm-bringing Armstrong's Linoleum Floor—Pattern 6284 with border of Plain linoleum. Embossed linoleum has a texture you can see, can feel. (See pages 25 to 27 for a complete description of Armstrong's Embossed Linoleum and some of the newest patterns.) The wall in this remodeled dining-room is also interesting. It is Armstrong's Bevel-Tone Temlok De Luxe—an inexpensive smooth-surfaced finish for transforming and insulating old rooms. Both Armstrong's Linoleum and Temlok are easy to install and give long years of lasting satisfaction.

THIS THREE-IN-ONE ROOM

offers a happy solution where space and pocketbook are limited.

Confidentially, this cozy and comfortable "home" measures only 14 by 16 feet! For the clever lady who planned it, this room measures one living-room, one bedroom, and one dining-room. And all because she made the floor do the work of the partitions. Don't you think it's smart the way Armstrong's Linoleum has been used to set each "room" apart? It's just another example of the color and design possibilities of the new Custom-Craft effects in Armstrong Floors pictured and described on pages 18 and 19. By combining Armstrong Linostrips and Custom-Craft insets with standard patterns, you can achieve similar original results—make small rooms look larger, add width to narrow halls, and plan flattering backgrounds for your fine fabric rugs. Please note that rugs are recommended over linoleum in rooms where rugs would naturally be used. Linoleum is a flooring, not a floor covering. The handsome colors of linoleum bring out the rich beauty of color in fine rugs.





IT'S A MUSIC ROOM

IT'S A GAME ROOM



IT'S A STUDY



RELIEF FOR CROWDED HOMES can often be found in a sun porch. Picture proof of this suggestion is shown above. What was once an old sun porch now blossoms out as family headquarters—a many-purpose room that relieves the rest of the house, and mother as well. For this extra-duty room has an extra-duty floor—one that keeps its fresh, clean look despite excessive service. It's Armstrong's Embossed Linoleum, Pattern 6283. A simple dry-mopping, an occasional washing and touching up with Armstrong's Linogloss Wax (which needs no polishing) are all the care required.



IF YOUR KITCHEN IS SMALL you can make it look larger by a simple bit of color magic.

Use an Armstrong Floor to push back the walls! That's exactly what was done in the kitchen above. The striped effect in Armstrong's Linoleum—Pattern 5610—transformed this tiny kitchen into a seemingly spacious room. This floor, cemented over felt, also brought springy comfort underfoot, and a new freedom from cleaning cares. Table and counter tops are also easy-to-clean Armstrong's Linoleum in plain black and gray. Washable Linowall, Dove Gray No. 732, completes the picture.

PLAN A ROOM FOR PLAY if you have small children. The child's own bedroom is the ideal spot. In the room shown below the bed disappears in the daytime by folding into the wall. A gay building block design in Armstrong's Linoleum, Embossed Pattern 5591, offers a sanitary and inviting play floor. Cemented over cushioning felt, this Armstrong Floor can't harbor dust and germs. Nor is it the least bit draughty. Another happy virtue made to order for mothers is ease of cleaning. And that goes, too, for the walls. They're washable, sanitary Armstrong's Parchment Linowall, No. 737.





EXPRESS YOUR OWN GOOD TASTE in decorating your home by creating floors of your own design. It's no trick at all with the help of Armstrong's Custom-Craft motifs described on pages 18 and 19. The woman who designed the bathroom above, for example, chose a Marbelle Linoleum, No. 021 for the field. As a feature spot she then selected a classic Custom-Craft inset. She completed her clever design with gray and white Linostrips. The walls are Armstrong's Linowall.



YOU CAN DISCOVER hidden beauty in your home through the magic touch of color and design in the floors. You might even discover much-needed extra rooms. Witness this cozy guest room. Could you guess it was once just an attic? The transformation started with the floor of Armstrong's Linoleum—Beige Jaspé No. 7 with Linostrips of turquoise, coral, and chartreuse. Cemented over felt it brings warmth and foot comfort as well as good cheer. The lining felt not only adds to comfort, but it also takes up the movement of the wood floor boards and thus protects the linoleum. To insure lasting satisfaction, always insist that your new linoleum floor be laid over felt. Properly installed, linoleum ends expensive refinishing bills. Walls, too, can be given an inexpensive beauty treatment. Here the walls, decorated with gay Swedish designs, are Armstrong's Temlok De Luxe, an ideal insulating interior finish for remodeling rooms. This smooth-surfaced board can be installed easily over old walls and ceilings as well as in new construction. In addition to the wide variety of pleasing decorative effects which can be achieved easily with the factory-applied colors, Temlok De Luxe also provides high insulating efficiency, thus reducing fuel bills and assuring greater comfort in all seasons of the year.



THIS FIRST FLOOR LAUNDRY is a real work-saver—just a step from the kitchen and the phone and front door. To make it even more practical, we've combined laundry and sewing room. That should make a busy housewife give "three cheers!" So should the Armstrong Floor—Pattern 0377—with its easy-to-clean round-cornered cove and base. And the washable wall finish of Armstrong's Linowall, Dove Gray No. 732. A linoleum floor is always so clean-looking. And always so easy to keep that way. Spilled things won't stain it. Snips and threads pick right up. Armstrong's Linoleum is so cheerful to live with, too. Its colors are whatever a woman wants to match her decorative scheme. If you're heartily in favor of step-saving, work-saving rooms like this, then let your shopping shoes take you to see your local linoleum merchant right away. Take along room measurements and discover how little you need pay for floors that will mean so much to your home—and to you. Just be sure to look for the name Armstrong's on the back of the goods you buy.



WHAT OTHERS SAY ABOUT



Mrs. J. B. Wallace, Cleveland, Ohio, writes:

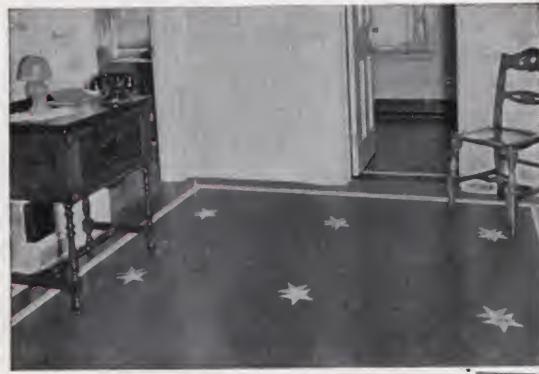
"I am taking this opportunity to advise of our complete satisfaction in Armstrong's Linoleum and Rubber Tile recently installed in our home.

"We have either Armstrong's Linoleum or Rubber Tile in practically every room in the house including the entire areas of two bathrooms which makes them modern, colorful, and practical as well as spotlessly clean in appearance and very beautiful."



Mrs. Martin Florida, writes:

"I decided such a beach completely many com-



W. C. Griffith, Indianapolis, Indiana, writes:

"We used Armstrong's Linoleum in four of the nine rooms in our country house. In addition, we also put it down in all hallways and baths. We used Armstrong's Linowall in two of the baths, and Mrs. Griffith is very much pleased with the entire installation. The attractive coloring and special insets add greatly to the individuality of the different rooms, and we have found that from a practical standpoint it is much easier to clean and more sanitary than any other kind of floor covering."

ARMSTRONG'S LINOLEUM FLOORS FOR EVERY

L. Hampton, Sunset Island, Miami Beach, writes:

"I have been using Armstrong's Linoleum because I found a beautiful range of colors. It is a joy to have our home equipped with linoleum floors. . . . We have had plaudits on our floors."

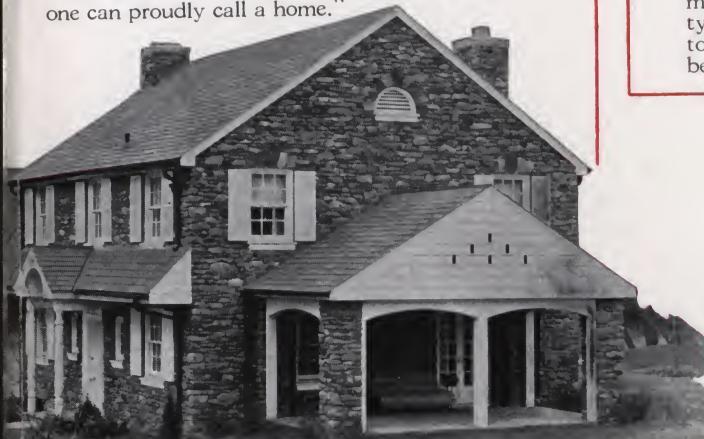


conclusion throughout
"I have houses I
to take a walk on,

L. A. Woodin, Wellsboro, Pennsylvania, writes:

"We have been living in our new home with Armstrong's Linoleum Floors throughout for over a year. I have often remarked that the floors look as good if not even better than they did when we moved in.

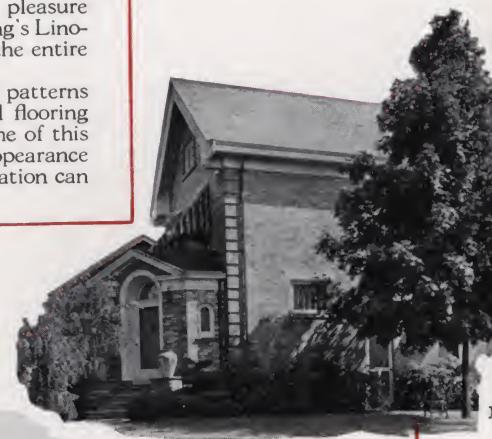
"Colorful patterns in our floors gave us a base from which has resulted a house full of rooms, each in itself a distinctive portion of what every home builder desires—an attractive, livable house which one can proudly call a home."



L. P. Kimball, Baltimore, Maryland, writes:

"I want to express to you our pleasure and satisfaction with the Armstrong's Linoleum Floors recently installed in the entire first floor of my home.

"The combination of colors and patterns not available in the conventional flooring material usually chosen for a home of this type results in a very pleasing appearance to which a complete plan of decoration can be readily adapted."



Mrs. L. C. N.
tucky, writes:

"It is a pleasure
Linoleum sunroom a
able floor.
of your line
scheme of
nice with a

Mrs. Katherine L. Frazer, Oxford, Ohio, writes:

"In planning the interior of my new home, I considered nothing but linoleum for my entire downstairs, because it lends itself so perfectly to modern treatment.

"After three months of trial I have been impressed with the ease in caring for these floors with Armstrong's Liquid Wax.

"There is the added satisfaction of sanitation which I have never experienced with other floor coverings. There are no longer any worries of permanent ruin when something is accidentally spilled."



TRY ROOM IN THE HOUSE!



Mrs. Viola M. Hunt, Rosemont, Pennsylvania, writes:

"In 1930, I built a house at Devon, Pennsylvania, in which I used Armstrong's Linoleum in all the rooms on the first floor.

"When I decided to build at Rosemont last year, it was a foregone conclusion that I would use Armstrong's Linoleum throughout the entire house.

"I have had experience with hardwood floors in other houses I have owned, and the linoleum is so much easier to take care of; so much quieter, and more resilient to walk on, that there is no comparison."



L. C. Nowland, Ft. Mitchell, Covington, Kentucky, writes:

It is a pleasure to advise you that the Armstrong's Linoleum Flooring and Cove Base installed in my room and kitchen is a very beautiful and serviceable floor. The decorative effect achieved by the use of our linoleum blends in with the general decorative scheme of the room. I also find that they always look with a minimum amount of work."



Mrs. W. C. Tingle of Clayton, Missouri, writes:

"We are more than delighted with our linoleum floors which we have used throughout our new home. They aided greatly in completing our decorative schemes; and the soft, rich colors in them have brought charm into each room. And, in addition to their beauty, they are very easily kept clean."



Mrs. Victor S. Sandrock, St. Louis County, Missouri, writes:

"When planning our new house I noticed in the House Beautiful magazine a dining-room floor covered with Armstrong's Linoleum. I thought it beautiful in addition to being serviceable, so I consulted our architects and they highly recommended the use of your product.

"The completed floor is one of beauty, and I find that a floor of this kind in a dining-room is very desirable due to the ease with which it can be kept clean.

"We have received many compliments upon the design and color of the floor and I am very happy with it."



MODERN FLOORS OF ARMSTRONG'S LINOLEUM ARE IDEAL FOR EVERY ROOM

MANY persons ask what others think about using linoleum floors in rooms other than kitchens and baths. If you could visit the home pictured below or those shown on pages 14, 15, and 16, you'd have the answer. The idea of using linoleum in every room in the house has spread so rapidly that today it is regarded as the fashionable thing to do. Home owners everywhere have recognized the advantages of colorful, easy-to-clean floors for rooms other than kitchen and bath. Now it is easy to have individualized floors of linoleum in which plain, jaspé, or marbleized colors are combined to form interesting designs. (See pages 18 and 19.)

The easiest way to create a pleasing color scheme in a room is to plan the floor first, since it is the largest unbroken area. Once its color and design have been established, it is easy to blend the rugs, drapes, wall cover-

ings, upholstery, and furniture into a harmonious whole. By using modern linoleum floors, which are offered in designs and color effects suitable for every period of decoration, one can enjoy much more freedom in room planning than is possible with commonplace materials. Instead of being merely something to walk on, a linoleum floor, in addition to its many other good points, becomes a vital part of the decorative scheme—a colorful setting that will show off other furnishings to best advantage. The homes shown on pages 14 to 17 are but a few of the thousands of fine residences throughout the country in which you will find Armstrong's Linoleum installed in the better rooms. Please read what the enthusiastic owners have to say about their linoleum floors. Then let your local Armstrong merchant tell you how little it will cost to have modern floors of which you will be proud.



Mrs. Ethel H. McCullough, Bryn Mawr, Pennsylvania, writes:

"The linoleum floors you put in my house a year ago have been very satisfactory and very much admired.

"A number of my friends had not seen the linoleum used in dining-room and hall with such good effect before, harmonizing well with the Georgian type house. I find it saves work in a number of ways, such as not having to have the rugs cleaned."



NOW CREATE FLOORS OF YOUR OWN DESIGN

FREEDOM of design is one of the big advantages of Armstrong's Linoleum. If you cannot find among the many standard patterns the exact color and design you have in mind, you can have an exclusive custom floor to meet your own ideas and requirements. Armstrong now offers the very latest and smartest idea for creating rooms that are different—floors of your own individual design. Armstrong's Custom-Craft Floors offer you almost unlimited freedom in floor design—at a price that for the first time brings original floor effects within the average budget. Think what fun it will be to design your own floors and arrange the various Custom-Craft motifs to suit your decorative scheme. And what a thrill you'll get when you say to your friends, "I designed the floor myself." Good taste is assured, because the design elements were created by Armstrong interior decorators who have had wide experience in designing special floors.

Many of the motifs in the Custom-Craft group can be combined in various ways, as the decorative effects shown on the opposite page illustrate. They can be used with or without border treatments. Furthermore, these design

elements can be combined in any color scheme your room calls for. Other smart designs are ready-cut at the factory—to be placed in any linoleum floor you select. Note the typical Custom-Craft Ready-Cut Linosets pictured below.

The colorful interiors shown on pages two, six, and seven owe much of their originality and charm to the individually designed Armstrong's Linoleum Floors. Since the floor is usually the largest unbroken area in a room, making it attractive is a long step toward making the rest of the room attractive. In fact, modern decorators usually begin their work by planning the floor, using it to set the color scheme and decorative treatment for the whole room.

Be sure to see Custom-Craft floors when you visit your local store. For a very moderate cost you can have modern linoleum floors that offer original, individual charm. Like all Armstrong's Linoleum Floors, Custom-Craft floors are easy to clean, comfortable underfoot, and provide years of enduring beauty and service. Properly installed over lining felt, they bring long wear, lasting satisfaction, and freedom from floor worries.



Ready-Cut Linoset No. 926
Fruit Design



Armstrong's Custom-Craft Ready-Cut Linosets make it possible to create custom-built floors at moderate cost.



Ready-Cut Linoset No. 925
Crossed Arrows Design



Ready-Cut Linoset No. 933
Compass Design



Ready-Cut Linoset No. 934
Anchor Design



Ready-Cut Linoset No. 927
Cup and Saucer Design



Ready-Cut Linoset No. 939
Tropical Fruit Design

A FEW EXAMPLES OF CUSTOM-CRAFT EFFECTS



Created to harmonize with an Eighteenth Century decorative scheme, this design is readily achieved with the Rosette and Disc motifs. Blocks are Nos. 24 and 45; rosettes, No. 23; discs, No. 27.



Here is an unusual design obtained by using the Chevron motif. This unusual effect is particularly appropriate for a long hall or a powder room. Field is No. 30, insets are No. 44.



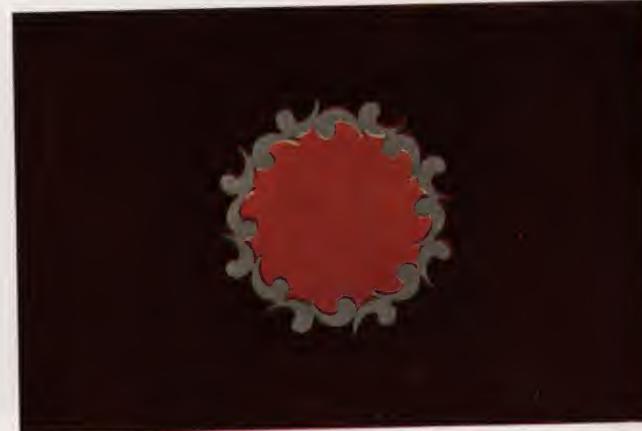
This attractive design, especially suitable for small rooms and corridors, is in complete harmony with a modern decorative plan. Field is No. 47; border, No. 38; discs and leaves, No. 49.



There is no waste in this design cut with Right and Left Scroll motifs. Colors are Nos. 20 and 28. Excellent in small rooms, this attractive design is equally good when repeated for larger areas.



Above is an interesting design cut with the Disc and Petal motifs. It is appropriate for an entrance hall, dining-room, and many other residential areas. Colors are Nos. 23, 25, and 33.



Peculiarly suitable for a Victorian decorative scheme is the pleasing Custom-Craft design which is easily obtained with Right and Left Scroll motifs. Field is No. 47; disc, No. 37 scrolls, No. 24.

INSTALL LINOLEUM OVER LINING FELT

If you want your new linoleum floors to give lasting service, have them installed by the improved Armstrong method. It is false economy to permit your linoleum floor to be installed by makeshift methods. When your linoleum is installed the Armstrong way, floor boards first are made tight and level. Next, Armstrong's Lining Felt is pasted over the floor and rolled smooth. At different seasons of the year, floor boards expand and contract because of changes in temperature and humidity. If the linoleum were cemented direct to these boards, the movement might tear the linoleum or cause it to buckle. The lining felt takes up the movement of the boards and thus protects the linoleum. It also adds to

the natural warmth and springiness of the linoleum floor and thus provides much greater comfort underfoot.

The linoleum is now cut and trimly tailored to fit exactly, then cemented to the felt and rolled smooth. Edges are so carefully matched, seams so carefully cut, you can scarcely detect where one piece stops and the other begins. The result is a permanent floor, smooth as a table top—without a single crack or crevice to gather dirt. This Armstrong method of installation is thorough, simple, and quick. No dust or dirt. No second call for refitting. Between breakfast and tea time your room will be transformed with a brand-new, lifetime floor that will never need to be refinished.



1. The wood floor is made level and smooth. Loose boards are nailed down. Careful preparation of the subfloor results in a better job.



2. After Armstrong's Lining Felt has been carefully fitted on all sides of the room, it is pasted to the wood floor, then rolled smooth.



3. Linoleum tailored to fit the room is now cemented to the lining felt. The lining felt prevents the linoleum from splitting and cracking.



4. Edges are carefully matched, seams carefully cut to get a one-piece effect. When linoleum is properly installed, seams are almost invisible.

FOR LONGER SERVICE, GREATER COMFORT



5. The whole floor is rolled and seams weighted down with sandbags. The finished linoleum floor laid over lining felt is quiet and comfortable.



6. Border is fitted under baseboards. It, too, is cemented in place. An attractive border treatment enhances the beauty of a linoleum floor.

ARMSTRONG'S LINOWALL IS WASHABLE AND DURABLE

Thanks to Armstrong's Linowall, you can now have a beautiful and *permanent*, washable wall covering—in almost any color you desire—at about half the cost of hard tile, marble, or other permanent wall materials.

Linowall has many of the characteristics of linoleum. A smooth facing of inlaid composition is securely keyed to a fabric backing to form a durable, flexible sheet. Linowall is pasted over old plaster or wallboard. Colors run to the back. It will not chip or crack. This new wall covering is easy to clean with a cloth dampened with water or mild soapsuds.

COVE AND BASE MAKES CLEANING EASIER

Round corners! Will that mean easier housekeeping? Just ask any woman who has had Armstrong's Cove and Base installed in her rooms. Can be used with new linoleum floors or in rooms where linoleum already has been installed. Ideal where Linowall is used with linoleum floors.



THESE SIMPLE HINTS ON PROPER CARE OF LINOLEUM WILL SAVE WORK AND PROTECT YOUR FLOOR

PERHAPS one reason you want Armstrong's Linoleum Floors in your home is because you know these floors are so easy to keep clean. Here are a few suggestions that will make the job even easier, and will assure you floors of lasting beauty for many years to come.

At the start, it is wise to decide to protect your new Armstrong Floor with Armstrong's Linogloss Wax. This wax has been specially developed for linoleum. It is easy to apply, spreads evenly and far, and *needs no polishing*. Before applying the wax, be sure your floor is thoroughly clean. If washing is necessary, it, too, is an easy task if

you use Armstrong's Floor Cleaner. Simply dilute the cleaner—one cup to two thirds or three quarters of a bucket of lukewarm water—and wash the linoleum. Then remove the water with a dry mop and rinse thoroughly with clean water. When the floor is dry, apply Armstrong's Linogloss Wax. It should be applied in a thin, even coat with an Armstrong's Linogloss Applicator or a cotton cloth. In about half an hour this self-polishing wax will dry with a pleasing, lustrous finish. If desired, a high gloss can then be produced by buffing.

Daily care of a well-waxed floor need consist merely of going over it with a dry dust-mop. In rooms where things are spilled or dirt is tracked in, wipe the floor with a damp cloth or mop as appearance requires. Perhaps this will not be necessary more than once a week, depending upon the wear the floor gets.

In living-rooms, dining-rooms, bedrooms, etc., washing should seldom be necessary—at the most only two or three times a year. And always follow each washing immediately with a new application of Linogloss Wax, which is especially made for Armstrong's Floors.

One other precaution—be sure to put inexpensive gliders or cups under the heavier pieces of furniture to prevent the sharp legs of these heavy pieces from denting the linoleum. Follow these few simple hints on floor care and you can forget that floors ever were hard work.



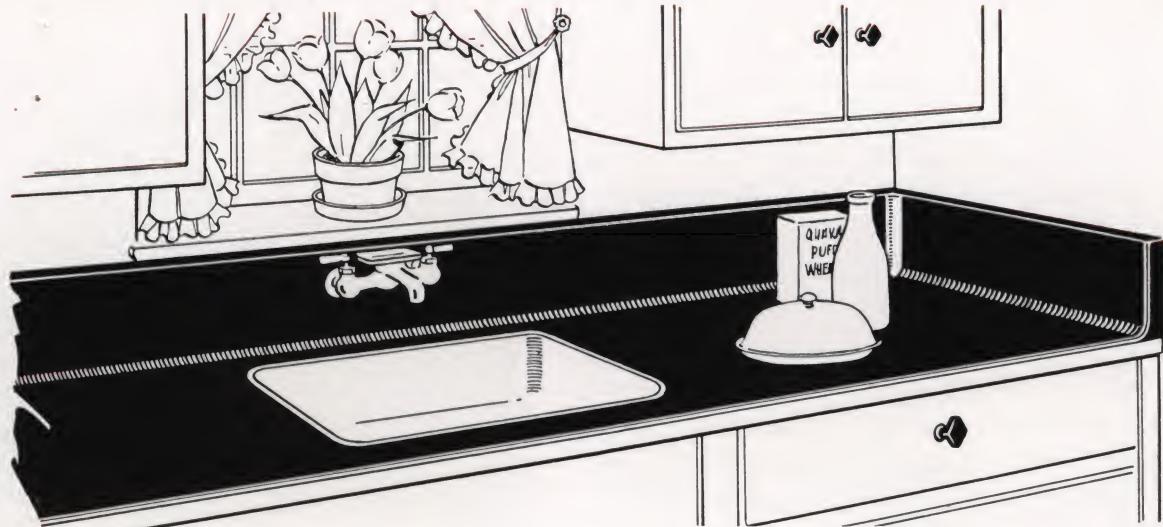
When your new linoleum floor is installed, go over it with Armstrong's Linogloss Wax. Apply with cloth or wax applicator. Dries with a pleasing lustre. No need to polish unless you want a high gloss.



Armstrong's Floor Cleaner, a neutral cleaning agent that is free from harmful abrasives or strong alkalis, was developed especially for cleaning linoleum. It is easier to use than soap and water.



Remove all dust and dirt with a dry mop. Do this daily and it will seldom be necessary to wash the floors. Occasionally renew the wax film with Linogloss Wax. This easy method saves housework.

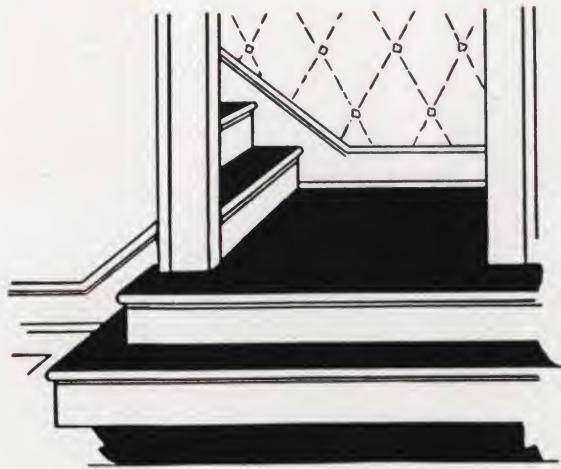


LINOLEUM HAS MANY SPECIAL USES

ARMSTRONG'S Linoleum has many qualities which make it ideal for sink tops, drainboards, and kitchen working surfaces. It's easy to clean and sanitary. Its resilience substantially reduces the breakage of dishes, and its noise-quieting qualities reduce the clanking of utensils. Linoleum is durable; it will not craze, crack, or chip; and it will stand lifetime use. Hot pans should be placed on pads and a cutting board should be used to protect the surface against knives and other sharp instruments.

Cabinets, table tops and desk tops, closet shelves, window boxes, tray bottoms, window ledges, and stair treads are just a few more of many such practical and decorative uses of Armstrong's Linoleum.

Leading manufacturers of kitchen equipment are using linoleum tops on their latest models. Your local linoleum merchant is equipped to cover your present sinks and cabinets and can supply you with small pieces of linoleum which can be used to good advantage for other purposes.



ARMSTRONG'S PLAIN AND JASpé LINOLEUM

THIS page will give you a quick idea of the wide range of colors in Armstrong's Plain and Jaspé Linoleum. Armstrong offers a generous palette of bright, decorative plain colors for use as accents, or for rooms done in the modern manner. There is a pleasing gradation of shades within a given hue. Practically any color scheme can be reproduced. Thanks to the large number of plain colors, it is easy to harmonize floors with other interior furnishings. The subdued, close-harmony graining of Jaspé is adaptable to an almost unlimited variety of applications. Jaspé colors can be combined harmoniously. With these two popular types of linoleum floors you can create the individualized Custom-Craft effects described on pages 18 and 19. They lend themselves to all types of distinctive border treatments.

At the right is illustrated the step-by-step gradation of tones in Armstrong's Plain Linoleum. Note how the tones progress from darker to lighter shades.



ARMSTRONG'S EMBOSSED INLAID LINOLEUM

STREAMLINED Embossed Inlaid linoleum is another Armstrong contribution to better room decoration. These floors offer a texture in the design that you can actually see and feel. Portions of the design are slightly depressed, producing a floor in which the tiles or other elements stand out in relief. This texture emphasizes the beauty of the coloring, tends to conceal irregularities in the subfloor and break up highlights. The embossing, however, has been streamlined, which means

easier cleaning because there are no sharp angles where dust and dirt can collect. Another exclusive Armstrong effect is three-level embossing, which makes the surfaces of the raised portions appear to be at different levels. In many of the patterns the tiles are shaded, adding to their attractiveness and tending to conceal tracked-in dust and dirt. Other features that make Embossed linoleum well worth considering for your home are a lustrous finish, two-color interliners, and clear-tone inlaid colors.



No. 6310 Embossed Inlaid—Heavy (1/8") Gauge



No. 6350 Embossed Inlaid—Heavy (1/8") Gauge



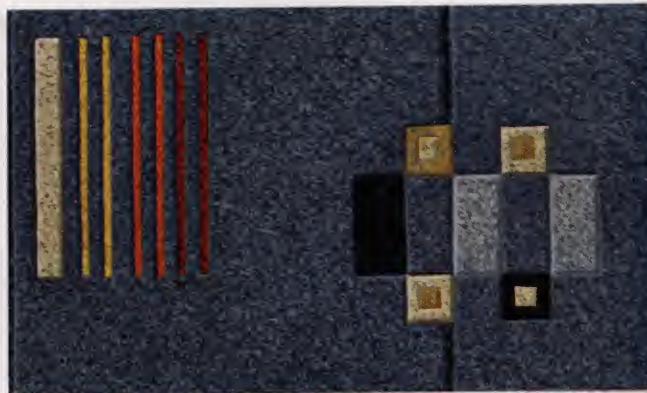
No. 6260 Embossed Inlaid—Heavy (1/8") Gauge



No. 6280 Embossed Inlaid—Heavy (1/8") Gauge

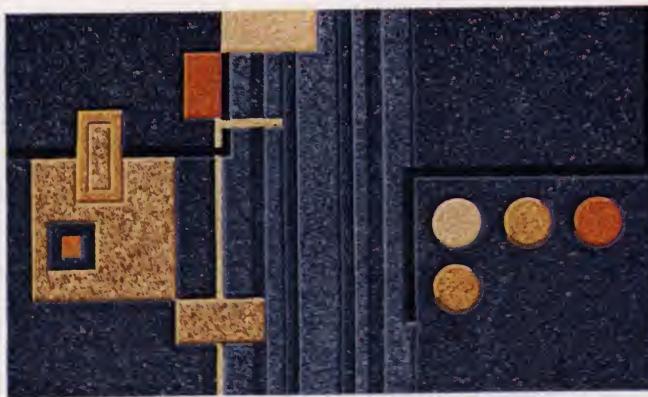


No. 6300 Embossed Inlaid—Heavy (1/8") Gauge



No. 6361 Embossed Inlaid—Heavy (1/8") Gauge

ARMSTRONG'S EMBOSSED INLAID LINOLEUM



No. 3401 Embossed Inlaid—Medium Gauge



No. 3350 Embossed Inlaid—Medium Gauge



No. 3290 Embossed Inlaid—Medium Gauge



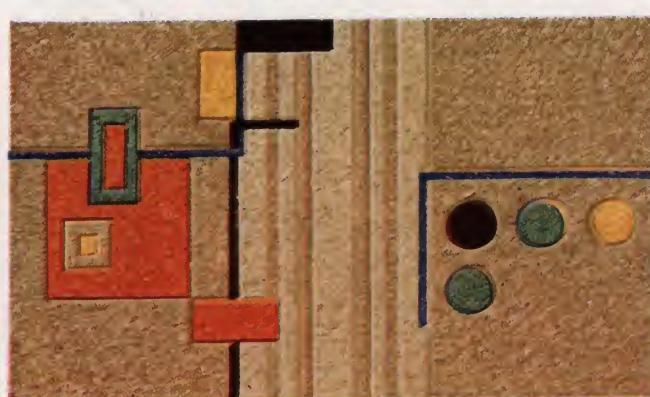
No. 3281 Embossed Inlaid—Medium Gauge



No. 3381 Embossed Inlaid—Medium Gauge



No. 3412 Embossed Inlaid—Medium Gauge

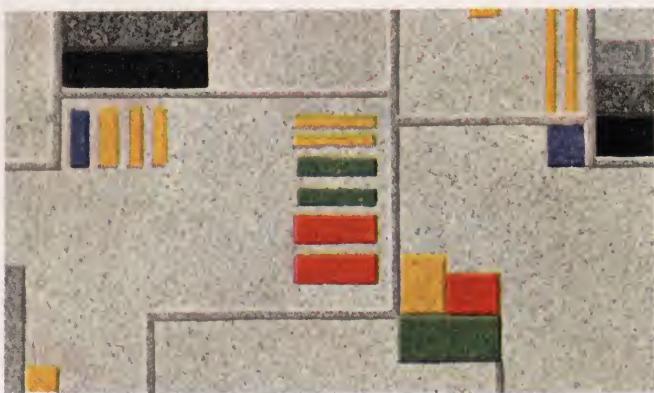


No. 3402 Embossed Inlaid—Medium Gauge

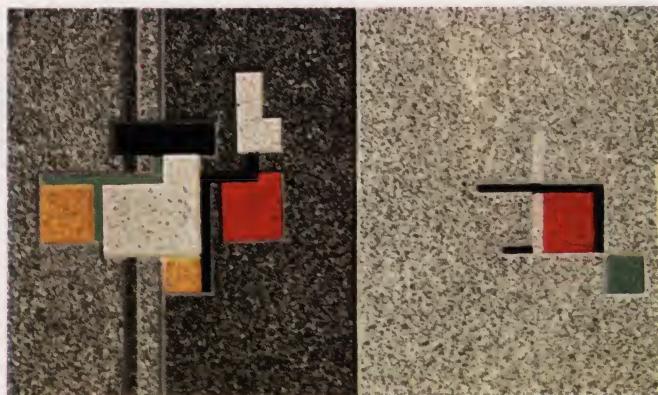


No. 5352 Embossed Inlaid—Standard Gauge

ARMSTRONG'S EMBOSSED INLAID LINOLEUM



No. 5641 Embossed Inlaid—Standard Gauge



No. 5610 Embossed Inlaid—Standard Gauge



No. 5531 Embossed Inlaid—Standard Gauge



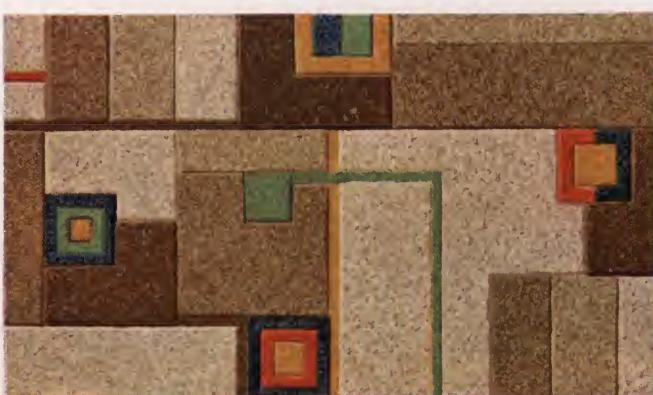
No. 5591 Embossed Inlaid—Standard Gauge



No. 5651 Embossed Inlaid—Standard Gauge



No. 5571 Embossed Inlaid—Standard Gauge



No. 5530 Embossed Inlaid—Standard Gauge



No. 5570 Embossed Inlaid—Standard Gauge

ARMSTRONG'S MARBELLE AND MONOBELLE LINOLEUM

HERE is a rich beauty about Marbelle linoleum that has made it one of the most popular of floors for fine homes everywhere. Shown on this and succeeding pages are just a few of the scores of attractive designs and colorings offered in this type of linoleum. Scuffing feet will not wear off the rich colors, because they run through the full thickness to the burlap back.

Marbelle linoleum—practical, beautiful, and always in good taste—not only provides a pleasing allover floor,

but also is of special interest in the creation of custom floors. Marbleized graining and shaded colorings give one-pattern floors a feeling of unusual depth. In Monobelle linoleum, the use of different tones of the same color gives the effect of close harmony blending.

In addition to being an attractive floor suitable for every room in the house, linoleum floors of marbleized design are exceptionally easy to keep clean. Footprints and dust do not show readily against the marbleized colors.



No. 08 Marbelle



No. 032 Marbelle



No. 021 Marbelle



No. 034 Marbelle



No. 042 Monobelle



No. 043 Monobelle

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM



No. 246 Straight Line Inlaid—Heavy ($\frac{1}{8}$ ") Gauge



No. 682 Straight Line Inlaid—Heavy ($\frac{1}{8}$ ") Gauge



No. 670 Straight Line Inlaid—Heavy ($\frac{1}{8}$ ") Gauge



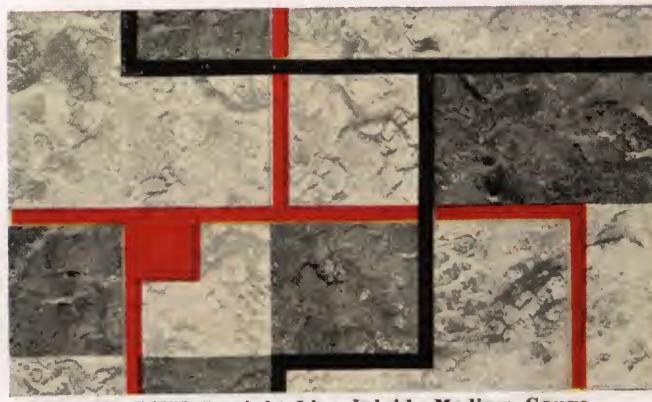
No. 671 Straight Line Inlaid—Heavy ($\frac{1}{8}$ ") Gauge



No. 14290 Straight Line Inlaid—Medium Gauge



No. 14292 Straight Line Inlaid—Medium Gauge

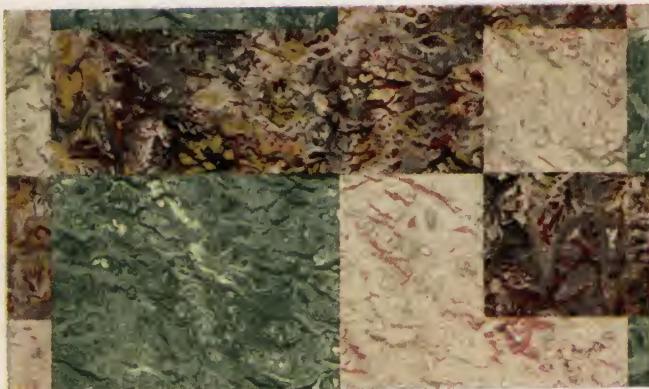


No. 14252 Straight Line Inlaid—Medium Gauge

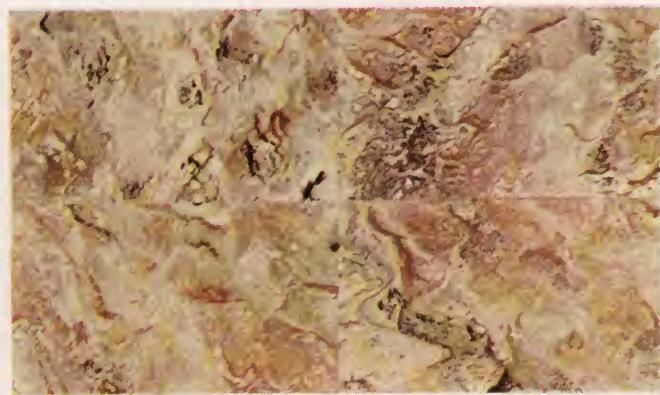


No. 14272 Straight Line Inlaid—Medium Gauge

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM



No. 14160 Straight Line Inlaid—Medium Gauge



No. 0382 Straight Line Inlaid—Standard Gauge



No. 0436 Straight Line Inlaid—Standard Gauge



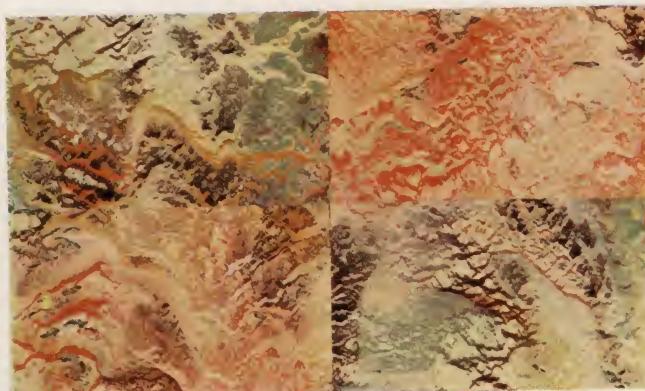
No. 0437 Straight Line Inlaid—Standard Gauge



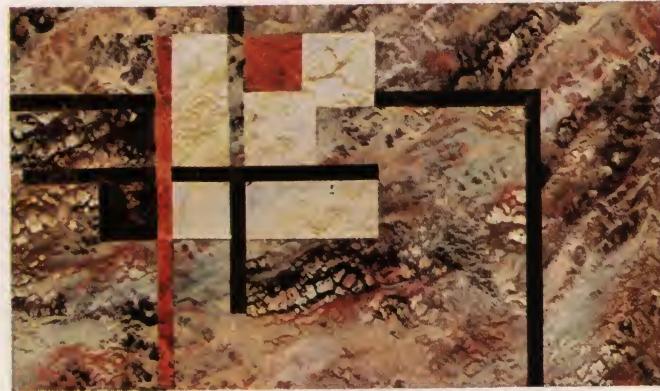
No. 0375 Straight Line Inlaid—Standard Gauge



No. 0681 Straight Line Inlaid—Standard Gauge



No. 0427 Straight Line Inlaid—Standard Gauge



No. 0376 Straight Line Inlaid—Standard Gauge

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